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Panel: IS Professors in the Electronic World - Digging their Graves or Digging a Goldmine?

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Panel: IS Professors in the Electronic World - Digging their Graves or Digging a Goldmine?

Chair: Claudia Loebbecke
Copenhagen Business School, DK

Panelists:

Georgios Doukidis, Athens University of Economics and Business, GR
Bob Galliers, University of Warwick, UK
Blake Ives, University of Louisiana, US
Sirkka Jarvenpaa University of Texas at Austin, US

I. PANEL STRUCTURE

The panel will be run in two rounds of controversial statements from the four panelists of five minutes each. This should cover about 45 minutes in total. The remaining 45 minutes will be devoted to open discussions triggered by comments and questions from the audience.

A. Panel Coverage

The panel will cover some rather contradictory viewpoints, e.g. on roles, risks, opportunities, experiences in 'traditional' education programs, and insights from executive education programs.

Arguments for the '*Graves*' could cover

Redundancy based on increased efficiency, e.g. (i) videoconferencing into many classrooms, (ii) less contact hours because of distant course units etc

Costs as efficiency makes humans being expensive,
Anonymity (if human feedback is provided, who knows if it is the professor or the assistant that provides it),
Multimedia-cases, time-consuming and hence expensive to develop, therefore mostly old, does that mean we can only develop one case per year? How come they are so little used? Aren't we investing in technological application without having good / successful use ?

Increasing importance of 'gurus' (will they be better than the 'on-site professors'? Will they be paid to visit? Will they put one lecture/seminar up on the web? -

Concentration of thinking? -)

Pushing Electronic Publishing (risking quality assurance, risking source of income), *issues of copyrighting* courses, programs, etc

Practitioners as competing 'teachers' and

The new world making *information and content a public good* (Negroponte 1996).

Arguments for the '*Goldmine*' could cover

Higher quality teaching support and products,
increased efficiency due to all forms distant learning, web-based programs, etc, different levels of human involvement (partially dean's perspective),

New markets due to 'anytime', 'anywhere' products / courses,

New outlets via involvement involved in other fields based on course development

Topic 'take-overs' with E-commerce, Virtual Organizations, etc as rather general topics covering the whole MBA like programs, getting taught by IS people (e.g. Digital Marketing, E-Business Economics)

'First mover advantage' by pretending to be / being at the edge of new developments (consulting / industry projects in IS and in other e-ish fields)

Leading the transformation of academic ('our') institutions.

II. PANELISTS

The panelists include four leading experts in the world with a wide range of experiences and geographical spread. They include some of the pioneers in innovative course, multimedia cases, and on-line distant exercise development. The panelists provide focuses on 'traditional education programs' as well as on executive education, they have played the dean's role and successfully positioned themselves as IS professors in the Electronic World.

Professor *Georgios Doukidis*, Athens University of Economics and Business, Greece, is Director of HELTRUN, one of the largest eCommerce R&D Centers in Europe. He is member of the Executive committee of GEM (Global eCommerce Masters) of six Business Schools in Europe and USA, and scientific co-ordinator of the European Commission project 'MODEL' to enable interactive case studies as knowledge management environment.

Professor *Bob Galliers*, University of Warwick, UK, was President of the Association for Information in 1999 and was Dean of Warwick Business School for the period 1994-1998. While recognising the power of the web for the dissemination of information, he believes there is more to the knowledge creation process than simply improving the availability of information by technological means.

Professor *Blake Ives*, University of Louisiana, US, is the founder of ISWorld Net and is chief editor for its 'eCommcourse' page. He is a strong champion of

harnessing the power of the Internet to the creation and dissemination of scholarship. He distributes case studies via the web and has participated in a

variety of online collaborations. His 1996 ECIS keynote address 'The Internet, the Web, and the Academic: How Some Move and Why Some Do Not' (www.bus.lsu.edu/isds/faculty/bives/talks/ecis96.html).

Professor *Sirkka Jarvenpaa* is the Bayless/Rauscher Pierce Refsnes Chair in Business Administration at the University of Texas at Austin. She was the holder of the distinguished Marvin Bower Fellowship at Harvard Business School in 1994. Since 1993, she has spearheaded a global virtual team exercise involving master students from over 30 universities around the world, and she is currently spearheading an inter-institutional video-based Ph.D. seminar. Next she will offer a course on global electronic commerce strategy and policy to be concurrently taught in five institutions.